

## Message Text

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PAGE 01      SOFIA 01430 050947Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
-----053924 050948Z /13

P R 050803Z JUL 77  
FM AMEMBASSY SOFIA  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 3180  
AMEMBASSY BERLIN  
AMEMBASSY BUCHAREST  
AMEMBASSY BUDAPEST  
AMEMBASSY MOSCOW  
AMEMBASSY PRAGUE  
AMEMBASSY WARSAW

UNCLAS SOFIA 1430

E.O. 11652: N/A  
TAGS: BEXP, BU  
SUBJECT: TRADE PROMOTION SCHEDULE FOR FY 1979

REF: A) USDOC 09547; B) USDOC 12250

1. EMBASSY COMMENTS ON 1979 TRADE PROMOTION EVENT PROPOSALS (REF A) FOLLOW. RECOGNIZING THAT ONLY A LIMITED NUMBER OF TSS'S WILL BE SCHEDULED FOR BULGARIA DURING 1979, EMBASSY HAS GROUPED PROPOSED THEMES INTO THREE BROAD CATEGORIES: MOST SUITABLE, LESS PROMISING, AND LEAST SUITABLE. THEMES WERE CLASSIFIED LESS PROMISING IF THERE IS STRONG BULGARIAN INTEREST IN THE PRODUCTS BUT, FOR EXAMPLE, TRADITIONAL SUPPLIERS ARE EE/SOVS, THE PRODUCT AREAS ARE PART OF A CEMA SPECIALIZATION AGREEMENT, OR US FIRMS ALREADY HAVE WELL ESTABLISHED CONTACTS IN THE AREA. THEMES WERE JUDGED LEAST SUITABLE (RELATIVE TO THE PROPOSED THEMES) IF, FOR EXAMPLE, OUR JUDGEMENT IS THAT THE FIELD WAS NOT A GOB PRIORITY AREA FOR HARD CURRENCY EXPENDITURES.

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2. PROPOSED TSS THEMES EMBASSY FEELS WOULD BE MOST SUITABLE FOR BULGARIA ARE:

- A) GARMENT PRODUCTION EQUIPMENT (TSS ONLY)
- B) SEISMOLOGICAL TEST EQUIPMENT
- C) INDUSTRIAL SAFETY EQUIPMENT
- D) INDUSTRIAL CLEANING EQUIPMENT

- E) CHEESE AND DAIRY PROCESSING EQUIPMENT
- F) MEAT AND POULTRY PROCESSING EQUIPMENT

3. TSS THEMES THAT COULD BE SUCCESSFUL, BUT WHICH SEEM LESS PROMISING THAN THOSE LISTED IN PARA 2:

- A) CONTAINERIZATION (TSS ONLY)
- B) LASERS FOR SCIENTIFIC APPLICATION
- C) CHEMICAL ANALYTIC INSTRUMENTS
- D) IRRIGATION EQUIPMENT
- E) RUBBER AND RUBBER PRODUCT PRODUCTION EQUIPMENT
- F) PULP AND PAPER PRODUCTION EQUIPMENT
- G) UNDERGROUND ENERGY RESOURCES EXPLORATION EQUIPMENT
- H) INSTRUMENTATION AND CONTROL EQUIPMENT FOR ENERGY SYSTEMS
- I) INDUSTRIAL WELDING EQUIPMENT
- J) COMPUTER ASSISTED MANAGEMENT SYSTEMS
- K) AIRPORT GROUND SUPPORT EQUIPMENT AND AIRCRAFT SERVICE EQUIPMENT
- L) PORT AND HARBOR CONSTRUCTION EQUIPMENT

4. FOLLOWING TSS THEMES WOULD BE LEAST SUITABLE FOR BULGARIA:

- A) VETERINARY MEDICINE
  - B) PORTABLE CALCULATORS
  - C) PRINTING AND GRAPHICS EQUIPMENT
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- D) AUTOMOTIVE SERVICING EQUIPMENT
- E) FAST FOOD PROCESSING EQUIPMENT
- F) CABLE AND WIRE PRODUCTION EQUIPMENT
- F) FIBREGLASS PRODUCTION AND MOULDING

5. EMBASSY DOES NOT RECOMMEND BDO PARTICIPATION AT ANY BULGARIAN TRADE FAIR.

6. EMBASSY ADDRESSING PLOVDIV THEME SEPARATELY.

7. REGARDING POSSIBLE TSS THEMES, EMBASSY BELIEVES TSS ON POLLUTION CONTROL DEVICES/ENVIRONMENTAL PROTECTION EQUIPMENT WOULD BE OF PARTICULAR INTEREST TO BULGARIA. OFFICIAL ATTENTION TO ENVIRONMENT WAS UNDERSCORED BY JUNE 29 STATE COUNCIL DECISION ON GUIDE-LINES FOR ENVIRONMENTAL PROTECTION (NOT PUBLISHED). SPECIFICALLY MENTIONED AS AREAS OF INTEREST WERE PROJECTS AND PLANS FOR WASTELESS, SMALL WASTE, AND ADVANCED TECHNOLOGY PROCESSES, CLOSED CYCLE WATER CONSUMPTION, AND RATIONAL UTILIZATION OF NATURAL RESOURCES AND ENVIRONMENTAL PROTECTION.

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## Message Attributes

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